

ABSTRACT

The titanium dioxide pigment of the present invention contains an anatase type crystal in an amount of 98-100% and has an average particle diameter of 0.2-0.4 μm and a whiteness of 95-97 in terms of L value of linseed oil. The titanium dioxide pigment of the present invention has characteristics peculiar to anatase type, for example, optical characteristics such as bluish color tone and physical characteristics such as low hardness, and furthermore has high opacity which is not possessed by conventional anatase type titanium oxide pigments.